

INJURY PREVENTION NEWS

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Car Seat Project Yields Significant Gains

By Dave Cramer



Wadsworth, Nevada, Head Start Staff from top left; Beth Sosa, Brenda Burns, Corrine Sampson, and Julie Keathley.

In 1999, the Reno District Injury Prevention Program dramatically increased its commitment to child passenger safety. Since then, the district office in Reno along with the field offices in Elko and Ft. Duchesne have held child safety seat checkups, distributed hundreds of child safety seats, developed an eight-hour child passenger safety class and has had several community members receive Child Passenger Safety Technician certification. Despite the flurry of activity, by the fall of 2001 the percentage of children buckled into child safety seats in the three Service Units stayed between 0% and 30%.

To break the 30% impasse, the Reno District Injury Prevention Program launched an intensive child safety seat program aimed at a small population of children in each Service Unit. Part seat distribution, part parent-child education and part incentive campaign, the project objective was to increase child occupant restraint use to 50%.

The project targeted five full-day Intertribal

Council of Nevada Head Start centers, one full-day Ute Tribe Head Start in Utah, along with a daycare center in Bishop, California. Full-day centers were selected since parents drop off and pick up their kids using their personal vehicles, thus allowing staff to conduct observational surveys to determine the project's effect on occupant usage rates. The average class size was 22 students.

In the first phase of the project, observational occupant restraint use surveys were conducted to establish a baseline by which future progress could be measured. Next, child safety seats were purchased for each child based on their height and weight.

During the educational phase, coupons printed on parchment were given to parents at each center redeemable for a free child safety seat. Coupons were redeemed at established tribal car seat programs where individuals trained in child passenger safety helped parents install the seats. Injury prevention staff visited parents groups at each center to discuss the importance of preventing motor vehicle crash injuries and common problems parents have when installing child safety seats. Head Start teachers used "Buckle Bear," a seat belt promotion puppet, along with a "Buckle Bear" video and activity book to teach children the importance of riding in a car seat every time.

For the incentive phase, teachers awarded stickers and candy to children and caregivers who arrived with their child in a child safety seat. Teachers made notations on which children were buckled up, and the parent at each center with the most consistent child safety seat use was presented with a \$35 gift certificate to Wal-Mart. Observational surveys conducted in late April show a

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By Andrea Horn

In the Spotlight: Kyle Wright



The Reno District Office of Environmental Health welcomes Kyle Wright as the COSTEP Environmental Health Officer. Kyle is participating in the Commission Officer Student Extern Program and will be traveling throughout the summer in the Reno District area.

Kyle attends Illinois State University located in Normal, Illinois. After completion of the COSTEP internship he will receive a Bachelor's of Science Degree in Environmental Health with a minor in Chemistry. Previous work related experiences include working on a radon-resistant new construction study, working for the Environmental Protection Agency as an organic chemistry laboratory technician, and working at the health science computer laboratory in college. He is also a member of the Student Environmental Health Association (SEHA) and participated in the Army Reserved Officer Training Corp (ROTC) for two years while in college.

During his COSTEP experience, Kyle has been surveying summer food programs, Rite of Passage (ROP) centers, casinos, senior centers, and clinics. He

has been providing food safety classes and will be assisting with Pow-Wow celebrations and coordinating rabies clinics in the near future. Much of his time is spent on the road conducting environmental health fieldwork throughout the Reno District area. Kyle has also been working in the injury prevention field. One of his first assignments for the Reno District office was to talk with Head Start teachers and find out about activities pertaining to the Head Start Car Seat Project. He will also be attending the REMSA sponsored Point of Impact training. Kyle's plans for after the summer include a trip to Germany and applying for a job with Indian Health Service.

Kyle was born and raised in Springfield, Illinois, otherwise known as the capitol city of Illinois or known as the city where Homer Simpson originates. When Kyle is not working, you may find Kyle mountain biking, backpacking, or driving the open roads on his motorcycle. Kyle looks forward to traveling and gaining practical field experience while working with the tribes in Nevada, California, and Utah.

Introduction to Injury Prevention Course Held in Phoenix

By Debi Meek



From top left: Jim Whiting, Sue Chapoose, Marge Galley, Leora Greenwood, Roseanne Moose. Bottom left: Tom Daly, Sharon Floyd, and Trisha Ridley.

The Phoenix Area Introduction to Injury Prevention course, Level I, was held May 7-10, 2002 in Phoenix, AZ. This is the first of three injury prevention courses presented by Indian Health Service.

Injuries among American Indians & Alaska Natives are three times that of other Americans and is considered a major health problem. The IHS Injury Prevention Program is working with all tribes to raise the health status of AI/AN to the highest possible level by reducing the incidence of severe injuries and death; and increasing the capacity of tribes to address their injury problems. This is being accomplished through surveillance, coalitions, project development, and training (i.e., Injury Prevention Levels I, II, III, Fellowship, Preventing Childhood Injuries, Child Passenger Safety, Sleep Safe).

The intent of the Level I course is to introduce participants to public health policy and how it applies to injuries (unintentional and intentional). Lecture formats allow for group discussion on the magnitude of the injury problem in terms of morbidity, mortality, and cost. Another objective was to identify the roles of both IHS and Tribal Injury Prevention Staff, and highlight the components of a successful injury prevention program.

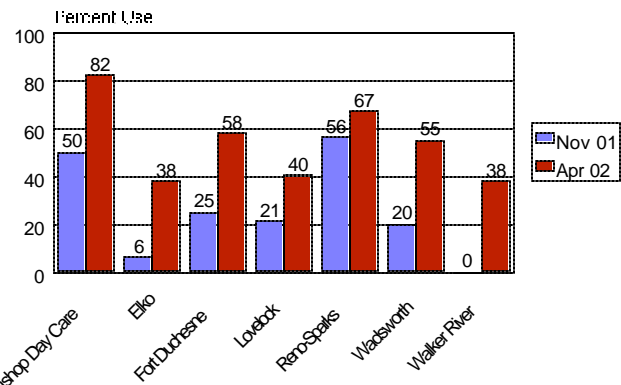
Participants from the Reno District included Roseanne Moose, Bishop, CA, Sharon Floyd, Owyhee, NV, Tom Daly, Ely, NV, Leora Greenwood, McDermitt, NV, Trisha Ridley, Fort Duchesne, UT, Jim Whiting, Fort Duchesne, UT, Marge Galley, Fort Duchesne, UT, Sue Chapoose, Fort Duchesne, UT.

Car Seat Project continued from page 1



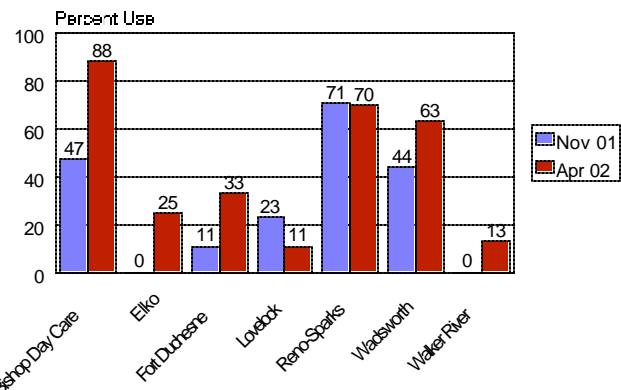
significant increase in occupant restraint use by center children, and in five out of the seven centers, use more than doubled. Half of the centers surpassed the 50% goal. Even the centers that weren't able to reach 50% showed dramatic increases in usage.

Child Restraint Use



Drivers' seat belt use increased in five of the seven centers.

Driver Seatbelt Use



With such promising results, Reno District Personnel will work with the centers to consider a repeat project next year.

This issue as well as previous issues of Injury Prevention News can be viewed on the Indian Health Service Injury Prevention website: www.ihs.gov/medical-programs/injury-prevention. Click on Area Activities, Phoenix Area.

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Reno-Sparks Indian Colony Police Department Supports New Law



By Holly Billie



Last November the Reno-Sparks Indian Colony (RSIC) (population about 1000) passed a primary seat belt and child restraint law. The RSIC is about 2 blocks wide and 5 blocks long, located within the city limits of Reno and Sparks. Hungry Valley, a tribal community 17 miles north of Reno, is also part of the RSIC. These are the only places in Nevada with a primary seat belt law.

The new law states that all drivers and passengers in a vehicle on tribal lands must wear a safety belt. After a brief grace period, the RSIC Police Department, led by Chief Mike Sexton, began issuing seat belt citations in March 1, 2002. Approximately 7 warnings and 12 citations were issued between March 1 and May 17.

Many law enforcement agencies across the coun-

try participated in enhanced enforcement activities in the month of May as part of the Buckle Up Month campaign. The RSIC Police Department also conducted enhanced enforcement of the new tribal seatbelt law by calling in additional officers to enforce the seat belt law. From May 25 through May 31, no warnings and 109 citations were issued. Of the 109 issued citations, 22 were issued to Native Americans. Chief Sexton and RSIC Police Officers noted an increase in seat belt and child restraint use among RSIC residents, most of whom are Native American, since March.

The penalties for not wearing a safety belt are as follows:

1st offense: \$35.00 fine. In lieu of payment of the assessed fine for a first offense, the offender may attend a safety education program offered by the RSIC Injury Prevention Program.

2nd offense: \$50.00 fine.

3rd and subsequent offense: \$100.00 fine

No citations were issued for nonuse of child restraints the week of May 25.